

**What is claimed is:**

1. A method for use by an information assistance provider for providing services to a user based on a profile record associated with the user, comprising:

defining a family of service features, a first service feature in the family  
5 assuming a first preference value in the profile record, and a second service feature in the family assuming a second preference value in the profile record;

associating a third preference value for the first service feature with a fourth preference value for the second service feature;

10 receiving a call from a user, the call including a request for changing the first preference value for the first service feature to the third preference value therefor;

in response to the request, automatically changing the second preference value for the second service feature in the profile record to the fourth preference value, associated with the third preference value to which the first preference value for the first service feature in the profile record is changed; and

15 providing to the user a service involving at least the second service feature, the service being provided based on the fourth preference value for the second service feature in the profile record.

20 2. The method of claim 1 wherein the third and fourth preference values are the same value.

3. The method of claim 1 wherein the first preference value for the first service feature is a default value selected from predetermined sources having relative priorities.

25 4. The method of claim 3 wherein the relative priorities are expressed in a hierarchical structure.

5. The method of claim 3 wherein one of the predetermined sources includes the information assistance provider.

6. The method of claim 3 wherein one of the predetermined sources includes a carrier providing a telephone service to the user.

7. The method of claim 1 wherein the information assistance provider includes an operator.

8. The method of claim 1 wherein the information assistance provider includes a voice server.

9. The method of claim 1 wherein the service includes making a reservation for the user.

10. The method of claim 9 wherein the reservation includes a hotel reservation.

11. The method of claim 10 wherein the second service feature includes a bed size.

12. The method of claim 10 wherein the second service feature includes a smoking preference.

13. The method of claim 9 wherein the reservation includes a vehicle reservation.

14. The method of claim 13 wherein the second service feature includes a vehicle size.

15. The method of claim 13 wherein the second service feature includes a smoking preference.

5 16. The method of claim 1 wherein the family of service features is defined based on an attribute of the user.

17. The method of claim 1 wherein the family of service features is defined based on a habit of the user.

10 18. The method of claim 1 wherein the family of service features is defined based on a lifestyle of the user.

15 19. The method of claim 1 wherein the profile record is associated with an automatic number identification (ANI) derived from the call.

20. The method of claim 1 wherein the profile record comprises at least one preference pertaining to a restaurant feature.

20 21. The method of claim 1 wherein the profile record comprises at least one preference pertaining to an entertainment.

25 22. A method for use by an information assistance provider for providing services to a user based on a profile record associated with the user, the profile record containing preference values for a plurality of service features, the method comprising:  
defining a family of service features;  
maintaining an indicator associated with the family, the indicator indicating one of at least first and second statuses, the indicator indicating the first status when each service

feature in the family assumes a default preference value not specified by the user;

receiving a call from the user, the call including a request for changing a preference value for a first service feature in the family to a second preference value, the second preference value being associated with a third preference value assumable by a second service feature in the family;

determining whether the indicator indicates the first status or the second status;

if the indicator indicates the first status, changing the default preference value for the second service feature to the third preference value, associated with the second preference value to which the default preference value for the first service feature is changed in accordance with the request; and

if the indicator indicates the second status, changing the preference value for the first service feature to the second preference value in accordance with the request, with the preference value for the second service feature unaffected.

23. The method of claim 22 further comprising maintaining an indicium associated with the first service feature, the indicium indicating one of at least first and second states, the indicium indicating the first state when the preference value for the first service feature is changed to the second preference value in accordance with the request.

24. The method of claim 23 further comprising the information assistance provider providing to a user a service involving at least the first service feature, the manner in which the information assistance provider provides the service being a function of at least a state indicated by the indicium.

25. The method of claim 24 further comprising determining whether the indicium indicates the second state when the information provider provides the service, the manner in which the information assistance provider provides the service also being a

function of a status indicated by the indicator if the indicium indicates the second state.

26. The method of claim 22 wherein the second and third preference values are the same value.

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27. The method of claim 22 wherein the default preference value for the first service feature is selected from predetermined sources having relative priorities.

28. The method of claim 27 wherein the relative priorities are expressed in a hierarchical structure.

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29. The method of claim 28 wherein one of the predetermined sources includes the information assistance provider.

30. The method of claim 28 wherein one of the predetermined sources includes a carrier providing a telephone service to the user.

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31. The method of claim 22 wherein the information assistance provider includes an operator.

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32. The method of claim 22 wherein the information assistance provider includes a voice server.

33. The method of claim 24 wherein the service includes making a reservation for the user.

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34. The method of claim 33 wherein the reservation includes a hotel reservation.

35. The method of claim 34 wherein the first service feature includes a bed size.

36. The method of claim 34 wherein the first service feature includes a smoking preference.

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37. The method of claim 33 wherein the reservation includes a vehicle reservation.

38. The method of claim 37 wherein the first service feature includes a vehicle size.

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39. The method of claim 37 wherein the first service feature includes a smoking preference.

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40. The method of claim 22 wherein the family of service features is defined based on an attribute of the user.

41. The method of claim 22 wherein the family of service features is defined based on a habit of the user.

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42. The method of claim 22 wherein the family of service features is defined based on a lifestyle of the user.

43. The method of claim 22 wherein the profile record is associated with an ANI derived from the call.

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44. The method of claim 22 wherein the profile record comprises at least one

preference pertaining to a restaurant feature.

45. The method of claim 22 wherein the profile record comprises at least one preference pertaining to an entertainment.